



Glenwood Springs Tourism Promotion Board

Vision: *Be the preferred regional tourism destination.*

Mission: *To promote regional activities, attractions and events to increase tourism spending in Glenwood Springs.*

AGENDA

Thursday, September 8, 2016

2:00 PM – 4:00 PM

Location: City Hall, Council Chambers, Glenwood Springs

2:01 PM ~ Call Meeting to Order: Trent Blizzard, Chair

Declarations of Conflicts of Interest

Approval of Tourism Promotion Minutes – August 11, 2016

2:05 PM ~ Introductions to New City Manager – Debra Figueroa and TP Board

2:15 PM ~ XUMA Communications Presentation – Don Poole, Partner; Meghan DesRochers, Account Coordinator; Meg Murphy, Account Services

3:00 PM ~ AirSage Research – Cristin Barta, Tourism Marketing Project Manager

3:25 PM ~ 2017 Marketing Plan & Budget (Needs Board Approval) – Lisa Langer, VP of Tourism Marketing

3:50 PM ~ Jon Schallert Presentation Update – Lisa

4:00 PM ~ Adjournment

Next Tourism Promotion Board Meeting October 13, 2016

2 – 4 PM, City Hall, Council Chambers, Glenwood Springs